Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Intro to Psychology

Date: \_\_\_\_\_\_\_\_\_\_\_\_

**Stereotype Formation**

*Here are three theories that try to explain how stereotypes are formed:*

* Social cognitive theories
  + *The social cognitive theory of stereotype formation basically suggests that stereotypes are an example of a schema. The world is too complex and there are too many people to understand, so we simplify the information.* 
    - *Cohen (1981)’s study: participants were shown a video of a woman on a date having dinner. ½ were told she was a librarian and the other ½ she was a bartender. They remembered details that were consistent with her job (e.g. waitress = drinking beer, librarian = wearing glasses).*
* Social identity theory
  + *Stereotypes are formed by focusing attention on ingroup and outgroup differences. We focus on the qualities that maximize the difference between these two groups.* 
    - *Haslam and Turner (1992)’s study: contradicts the idea that schemas are static and don’t change. By asking for opinions of Iraqi’s as compare to either the Soviets or Americans, participants had varying responses to Iraq’s aggressiveness depending on who they were compared to.*
* Systems justification theory
  + *Stereotypes are formed by people in power and they are to justify the power relations that exist in society. For example, why are some people rich and others poor? Stereotypes would claim that the rich work hard and the poor don’t.*

***What is the difference among the three theories? How do they complement each other?***

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